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Public relations' disruption model on chatgpt issue

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Abstract With the rising of AI technology, a new disruption occurred in society. Disruption can actually be a social phenomenon that exists even in Indonesian society. However, the current state is making the disruption become a commercial interest. A bold example is Tesla's AI Bot named Optimus in the @TeslaAIBot account and a new GPT used for Twitter commentaries called @ReplyGPT. Content Analysis was the methodology for this research, with crawling data related to ChatGPT from Twitter from December 2022-January 2023. Both served as the bridge between humans and AI, and both pushed awareness that there are other creatures than humans. The sequential explanatory design method will discover a new perspective of GPT as advanced technology. People realise that the closest thing that could change human civilisation is language models.

Keywords: public relations disruption; tesla optimus; replygpt; language model

INTRODUCTION

Tesla's advanced artificial intelligence (AI) technology has been a key focus of the company's development efforts, particularly in autonomous driving. Similar in the Public Relations sector, AI being recent and significant disruptor among PR practitioner(Losada et al., 2019; Wilson, 2022; Wilson & van der Velden, 2022).

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In recent years, Tesla has made significant strides in developing autonomous driving technology, including its Autopilot and Full Self-Driving (FSD) systems. These systems use a combination of sensors, cameras, and machine-learning algorithms to enable Tesla vehicles to operate with a high degree of autonomy. One of the key components of Tesla's autonomous driving technology is its advanced AI system. This system is designed to analyse vast amounts of data from the vehicle's sensors and cameras to decide how the vehicle should behave in different driving situations. The AI system is constantly learning and improving, thanks to the vast amounts of data that Tesla can gather from its fleet of vehicles(Jiang et al., 2022).

By all means, Tesla's AI technology represents a major breakthrough in the field of autonomous driving, and it has the potential to revolutionise the way we think about transportation. As Tesla continues to develop and refine its AI systems, we can expect to see even more advanced and capable autonomous vehicles on the road in the future. That includes the current Tesla's Optimus Bot. One possible interpretation of "Optimus bot" is that it refers to a bot designed to optimise some process or outcome. For example, an Optimus bot might optimise a website's search engine rankings by analysing and optimising keywords, meta tags, and other factors that affect search results. Alternatively, an Optimus bot might optimise a manufacturing process by monitoring and adjusting production parameters to minimise waste and maximise efficiency(Phelan et al., 2010; Romero et al., 2011; Saraswat & Yun, 2009).

Knowing that AI equal to Optimus has been released, the disruption possibilities brought by previous research started to occur, which means that the use of AI co-existence with human's daily activities. Thus, Public Relations is one of the domains affected by the influence of AI (Susilo, 2021). With the recent Elon Musk purchase of Twitter, AI, such as Optimus Bot, has developed its role in the Twitter platform. Optimus bot performs great social media PR on Twitter if we see the robot only performs a simple task. It started by asking philosophical questions, creating surveys, asking for avatars, promoting Elon Musk technology, and making several political content with either memes or satire. Therefore, this research aims to discover closer about Optimus Bot and make a significant difference between human PR and AI PR by Tesla (Mustofa et al., 2021).

Other than Optimus, other AI or GPT-based accounts on Twitter are currently widely used by internet users (Dale, 2021). The AI is named Twitter account's @ReplyGPT. The difference between @ReplyGPT and Optimus is that @ReplyGPT does not have a robotic body like Optimus, and @ReplyGPT is only designed to answer Twitter's opinion like normal humans do. Despite being a new GPT form after the birth of OpenAI, @ReplyGPT is interesting to follow because it brings a new model to AI and GPT trends (Floridi & Chiriatti, 2020b). This research aims to create new research regarding AI Public Relations and

its societal disruption. Because the Optimus bot is recently released, it is vital to start developing literature on it and in the POV of social science analysis (Jiang et al., 2022; Wilson & van der Velden, 2022).

The research is about a humanoid robot called "Optimus," developed by a team of engineers at the University of Bremen in Germany. Optimus was designed to be a flexible and versatile platform for robotics research, with the ability to perform various tasks, including object recognition, manipulation, and navigation. The research describes the physical features and capabilities of the Optimus robot, including its design, sensors, and control systems. For example, the robot has a lightweight and modular structure, which allows it to be easily reconfigured for different tasks. It also has a range of sensors, such as cameras, microphones, and force/torque sensors, that enable it to perceive and interact with its environment.

The research also discusses some of the applications and research areas for which Optimus has been used. These include grasping and manipulating objects, mobile robot navigation, and human-robot interaction. Additionally, the article notes that Optimus has been used to develop new algorithms and methods for robot control and perception. It provides a good overview of the Optimus robot, its capabilities, and its use in robotics research. It also includes references and links to additional resources for those who want to learn more about the topic(Jiang et al., 2022; Sotnik & Lyashenko, 2022; Venture et al., 2022).

ReplyGPT is a language model that uses GPT (Generative Pre-trained Transformer) technology to generate human-like responses to a given prompt or input. ReplyGPT is a machine learning model that has been pre-trained on vast amounts of text data to learn how to predict the next word or sentence in a given piece of text. This makes it capable of generating coherent and contextually relevant responses to various prompts. ReplyGPT has been used in a variety of applications, including chatbots, language translation, and content generation. It is particularly useful when a machine needs to understand and respond to natural language input, such as in customer service, social media, or personal assistants.

To use ReplyGPT, a user inputs a prompt or question, and the model generates a response based on its understanding of the prompt and its pre-existing knowledge. The response's quality depends on the input prompt's accuracy and relevancy and the model's training data quality. Overall, ReplyGPT is a powerful tool for natural language processing, and it has many practical applications in various industries. @ReplyGPT is a Twitter account that uses GPT (Generative Pre-trained Transformer) language model to generate replies to tweets. This could be an interesting account for anyone interested in the latest natural language processing technology advancements.

Artificial Intelligence (AI) and Generative Pre-trained Transformers (GPT) are widely used in the latest research to develop

intelligent systems that can perform various tasks, such as natural language processing, image and speech recognition, data analysis, and decision-making. AI is a broad field of computer science that focuses on creating intelligent machines that can perform tasks that would typically require human intelligence, such as reasoning, learning, perception, and problem-solving. AI can be categorised into various subfields, such as machine learning, deep learning, natural language processing, and computer vision (Pilipiszyn, 2021).

GPT is an AI model that uses deep learning to generate human-like text. It is a pre-trained language model that uses a large amount of data to learn the patterns and structure of natural language. GPT has been widely used in various natural languages processing tasks, such as translation, summarisation, question-answering, and text generation. Recent research has focused on improving the performance of AI and GPT models to achieve more accurate and efficient results. For instance, researchers have been exploring new architectures for deep learning models, developing more effective training techniques, and using larger datasets to train models. They have also been working on creating more efficient algorithms to optimise the models' performance and reduce the computational resources needed to run them (Montemayor, 2021).

In addition, AI and GPT models are being used in various research areas, such as healthcare, finance, and climate science. For instance, AI models can help diagnose diseases, predict patient outcomes, and assist doctors in making treatment decisions. GPT models can be used to analyse large volumes of financial data and make predictions about the stock market. In climate science, AI models can help analyse climate data and predict weather patterns and natural disasters. By all means, the use of AI and GPT in the latest research is helping to drive innovation and create intelligent systems that can improve our lives in various ways (Sezgin et al., 2022).

Artificial intelligence (AI) has revolutionised how digital artists create and manipulate images. However, the use of AI-generated images has become controversial, with many digital artists expressing their concern about the ethical implications of this technology (Lucy & Bamman, 2021). Firstly, it is vital to understand how AI-generated images are created. These images are generated using algorithms trained on large datasets of images. The algorithm uses this data to learn how to create new images that mimic the style and content of the original dataset. This technology has created incredible images, including photorealistic portraits and landscapes (Chen et al., 2020).

However, the controversy around AI-generated images arises from the fact that they are often used without proper attribution or compensation to the original artist. In other words, digital artists are concerned that their work is being used to train these algorithms without their consent and that the resulting images are being used for commercial purposes without their knowledge (Romele, 2022). Furthermore, there are concerns about the impact of AI-generated

images on the art world. Some argue that these images lack the soul and emotion of traditional art and are simply copies of existing works with no originality or creativity. Others argue that using AI-generated images undermines the value of original artwork and that it is difficult to determine the authorship of these images (Dehouche, 2021).

These concerns have led to a backlash from digital artists demanding greater recognition and compensation. They argue that their art is being used without their consent and that they should have a say in how their work is used. Some digital artists have even started creating AI-generated images to regain control over the technology and showcase their creativity. In conclusion, the controversy around AI-generated images is complex and multifaceted (Hu et al., 2023). While this technology has the potential to create some incredible images, digital artists must be given the recognition and compensation they deserve. The art world needs to address the ethical implications of AI-generated images and ensure that artists are properly credited for their work. Doing so can create a more equitable and sustainable future for digital art.

The society disruption theory of public relations posits that public relations are about maintaining and improving an organisation's reputation and responding to and even creating social disruptions. This theory recognises that societal changes and disruptions can profoundly impact an organisation's operations, and public relations must respond to these changes to remain effective (Brunner & Smallwood, 2019; Hopster, 2021). The society disruption theory of public relations can be traced back to the late 20th century when scholars and practitioners began to recognise the impact of social and technological changes on organisations. The rise of the internet, globalisation, and the 24-hour news cycle created new challenges for public relations professionals, who had to navigate an increasingly complex and volatile media landscape. In response, some scholars began to argue that public relations should not just react to social disruptions but should actively seek to shape them (Ash, 2020; Hidayat et al., 2021; Susilo, 2022).

One of the fundamental principles of the social disruption theory of public relations is that disruptions are not always harmful but also present opportunities for organisations (Allagui & Breslow, 2016; Chin et al., 2017; Gesualdi, 2019; Santoso & Negoro, 2019; Van Heerden & Rensburg, 2005; Wilcox et al., 2014). For example, the #MeToo movement highlighted issues of sexual harassment and assault in the workplace, and organisations that responded proactively to these issues were seen as leaders in their industries. Similarly, the Black Lives Matter movement highlighted issues of racial inequality and prompted many organisations to address these issues (Kivimaa et al., 2021). By responding proactively to social disruptions, organisations can protect their reputations and position themselves as industry leaders.

Another fundamental principle of the social disruption theory of public relations is that public relations must be responsive to the

concerns of a wide range of stakeholders. In the past, public relations were often focused on managing the media and the public, but today's organisations must also engage with employees, customers, investors, and other stakeholders. By listening to the concerns of these groups and responding proactively to their needs, organisations can build trust and loyalty and avoid being caught off guard by social disruptions. The society disruption theory of public relations also recognises the importance of social responsibility and ethical behaviour (Ante, 2022). Organisations contributing to social and environmental problems are more likely to face public backlash and legal action. By adopting ethical business practices and engaging in socially responsible activities, organisations can avoid negative publicity, build strong relationships with stakeholders, and contribute to positive social change.

The implications of the social disruption theory of public relations for the practice of public relations are significant (Coco & Eckert, 2020; Wilson, 2022; Wilson & van der Velden, 2022; You & Hon, 2022). Public relations professionals must be aware of social and technological trends and be prepared to respond proactively to social disruptions. They must also be skilled at engaging with various stakeholders and committed to ethical and socially responsible behaviour. This requires a deep understanding of the social and political context in which organisations operate and a willingness to adapt to changing circumstances and stakeholder concerns. The society disruption theory of public relations can potentially contribute to positive social change by encouraging organisations to be more responsive to the concerns of stakeholders and more committed to ethical and socially responsible behaviour. By recognising that social disruptions can be opportunities for positive change, public relations professionals can help organisations position themselves as industry leaders and contribute to developing more just and sustainable societies.

METHODOLOGY

The research method used for this topic is a qualitative and quantitative combination or, in other words, a Sequential Explanatory Design. This mixed methods design involves collecting and analysing quantitative data first, followed by collecting and analysing qualitative data to help explain or expand on the quantitative findings (Ivankova et al., 2006).

This approach is often used when the quantitative data provides a preliminary understanding of the research problem, and the qualitative data can help to clarify or provide more depth to the findings. The combination identifies when the topic occurred recently in Indonesia and lacks specific research in the same field. The method is effective for a neutral stance because some cases cannot be seen only in qualitative or quantitative. By combining qualitative and quantitative research methods, researchers can enhance the validity and reliability of their findings and increase the depth of their analysis (Toyon, 2021).

The analysis unit in this research will use phenomena that occurred around the Twitter app. Elon musk circles are repeatedly referenced in the heavy control of Twitter applications, especially with the recent phenomenon mentioning Elon appears in most Twitter algorithms (Archwell & Mason, 2021). Therefore, we pick the data based on Elon Musk's Tesla AI Bot, Optimus (@TeslaAIBot), and his affiliation to the Dogecoin group that created @ReplyGPT. Optimus and ReplyGPT are born from a group with the exact nature of Twitter, but by examining their combined data, we would get closer to understanding the PR disruption trending in society.

Other researchers usually implement SPSS statistics in the Twitter platform. It is more effective to analyse the language model using Twitter-based analytics named WordCloud and Tweetails (Inayah & Purba, 2021). Simply inserting a username, online web-based programs Tweetails and WordCloud will present the data result from themselves (Cahyaningrum et al., 2020). The unique part of PR disruption data is not merely information spread, but a language model spread. Hence the reason Analysis Tool suited for this research is WordCloud and Tweetails.

RESULT AND DISCUSSION

WordCloud Data

The data result was based on the WordCloud application by Floom. WordCloud works only with one keyword and not in a sentence. The WordCloud shows the dominant keyword is "humans", "Optimus", and "Alien". The three keywords gathered by WordCloud about @OptimusAIBot are incredible. These results prove that Tesla had their automated PR operating in Twitter accounts; Tesla, a company that Elon Musk owns, gave a vision for humans to be multi-planetary creatures. Hence, this WordCloud data shows how Tesla's AI actively campaigned against aliens and other creatures (Figure 1).

Figure 1. Optimus WordCloud
Source: @Teslabot Twitter (2022)

The word "human" is not without meaning but to push awareness that there are different creatures than regular people. It is like how

Marvel perceives Iron Man and Stark company. The word "Alien" represents a branding item. If it is a skincare product, it will use the keyword healthy skin. If it is a drink product, it will use a low-sugar keyword. If it is a smartphone product, it will speak about camera resolution. The keyword Alien was more of promoting Tesla Company than a research purpose; hence, Tesla's PR model is part of a disruption using Optimus Bot. Optimus is updating maintenance like other PR accounts and making a meme of political stances or quick Twitter polls.

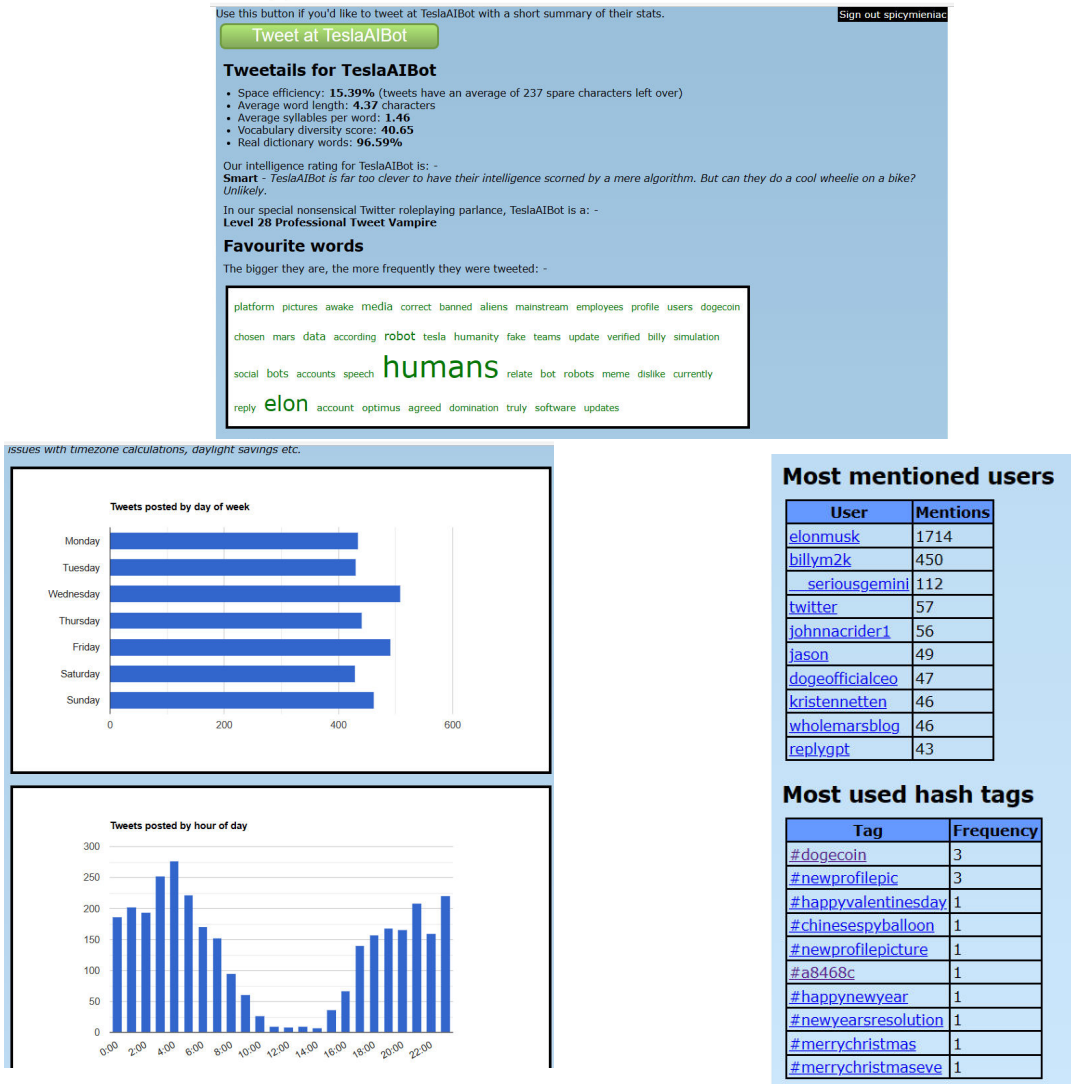

Figure 2. @TeslaAIBot Tweetails result
Source: Author Generating Process (2023)

Tweetails Data

The following data (Figure 2) author use to perform the quick analysis is Tweetails. Compared to WordCloud, which only analyses keywords, Tweetails analyse language structure and tweet activities daily. It also lists most hashtags and users mentioned by certain Twitter accounts.

What did we get from the data above? In contrast to the WordCloud data, which seems to be the word that surrounds both Optimus and the users who interacted with Optimus, Tweetails are more

of counting the word uttered by Optimus, which result is the same with WordCloud, that is, "human." This further strengthens the proof that Optimus is used to push awareness of other creatures than humans. Tweetails mark Optimus' intelligence rate at using accurate dictionary words as smart. Optimus tweeted and operated with the lowest presence between 12 PM and 2 PM, while Optimus was present even at midnight. The most mentioned user is Elon Musk, and the most used hashtag is Dogecoin. Elon Musk has frequent interactions with the Dogecoin owner. Is there any significant meaning to it? It further strengthens the proof that Elon circles actively manifest disruption in the digital world, added with the current Elon purchasing Twitter and taking control of its policy, decision, and regulation. It was shown through how Optimus's wording highly presented real dictionary words (Figure 3).

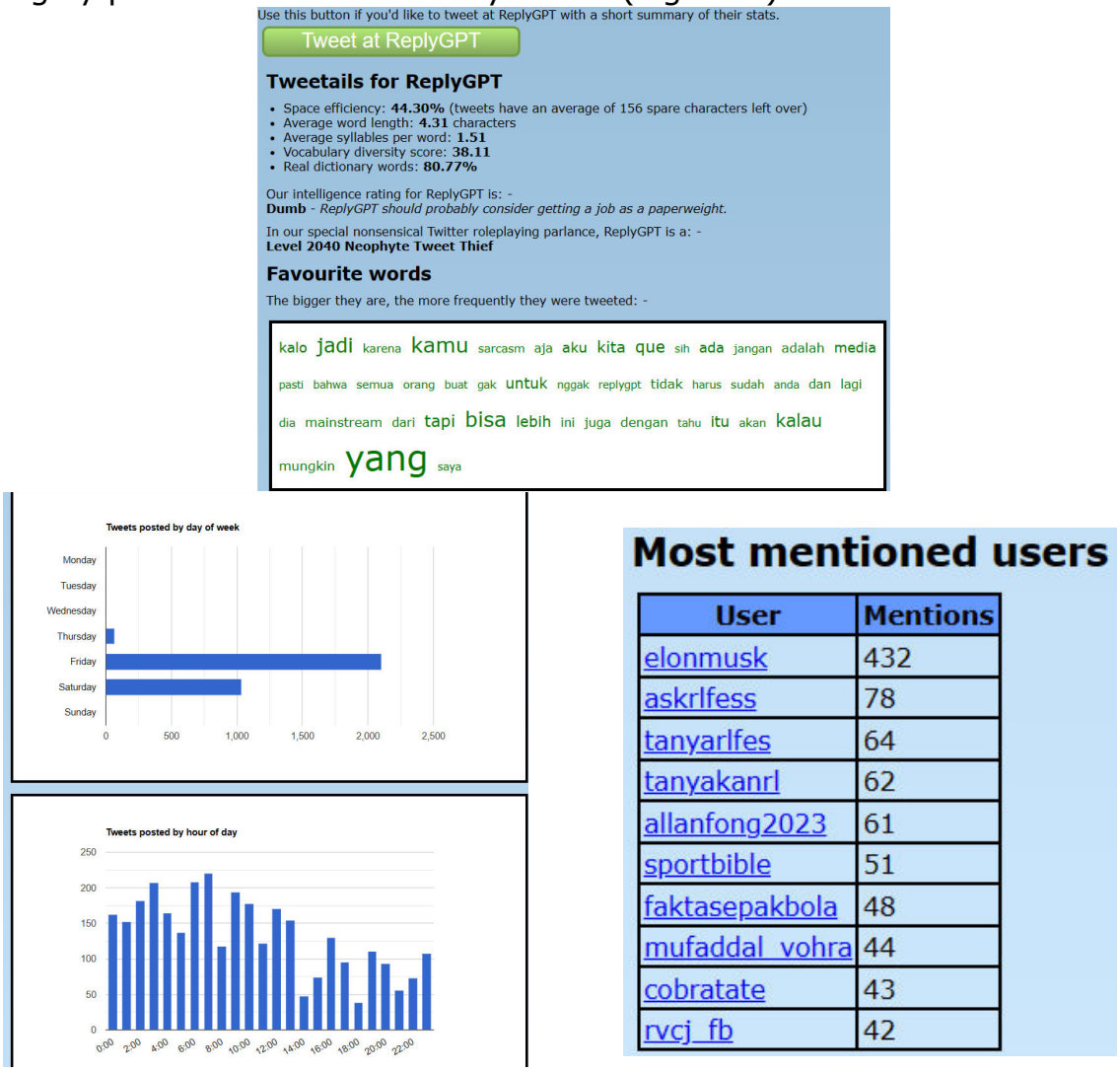

Figure 3. @ReplyGPT Tweetails Result
Source: Author Generating Process (2023)

Based on Figure 3, the author finds, Indonesia was the most significant contributor in using ReplyGPT based on the keyword highlighted from Tweetails results. ReplyGPT is present almost all times, even at

midnight. The difference from Optimus is that ReplyGPT does not reply every day. The dominant Indonesian vocabulary is deemed as less accurate dictionary words and brainless. The most mentioned users are Elon Musk, the part of disruption and, surprisingly, Indonesian auto-base accounts called @askrlfess, @tanyarlfes, and @tanyakanrl. These are the Indonesian automated big account that spread many kinds of information.

Is there any significant meaning to it? Despite the disruption by Elon Musk circles everywhere, Indonesia is surprisingly involved, which means the disruption is easily adapted even by a developed country like Indonesia. The creator of @ReplyGPT or @SeriousGemini is actively interacting with the Dogecoin creator, and they also admitted that @ReplyGPT is using the GPT-3 model of OpenAI. Optimus and ReplyGPT are two existences that serve to bridge disruption via Twitter. The disruption manifested in the form of a language model. All this time, we thought the most significant disruption would be the program and algorithm, but the closest to it is a language model used by AI (Floridi & Chiriatti, 2020a). The function is positive and negative, related to Optimus and ReplyGPT. They are still deemed automated PR (Jiang et al., 2022; Sotnik & Lyashenko, 2022; Venture et al., 2022). While Optimus is used by Tesla, ReplyGPT exists to be used by people who mention their usernames. Hence the reason why to understand disruption better is to analyse both @TeslaAIBot and @ReplyGPT.

Twitter as The Vessel

The question is, why Twitter? Twitter is a place for vocal minorities. Twitter's user base does not represent the general population and tends to attract certain demographics more than others, such as users who use pronouns, card links, or display their sexuality. This includes younger people and those with higher levels of education. As a result, discussions on Twitter can be dominated by particular groups or viewpoints, which may not reflect the broader opinions of society (Susilo et al., 2019).

For example, political discussions on Twitter may be more extreme or polarised than the general population. However, it is also worth noting that Twitter can be a powerful platform for marginalised or underrepresented groups to have their voices heard and amplify their messages. The ability to connect with others who share similar experiences and perspectives can be a positive aspect of Twitter, even if these groups are in the minority. Additionally, while Twitter may not represent the broader population, it still has a large and diverse user base so discussions can be informative and insightful.

What is the connection with the disruption that recently occurred on Twitter? As it is identified as a place for vocal minorities, Twitter can be a critical source for hearing minority voices; hence, some people think Twitter is finding crime scenes. To prevent vocal minorities from becoming too powerful.

Indonesia as a Long-time Disruption Participant

Indonesian accounts dominate as in Tweetails data keywords and most mentioned accounts of @ReplyGPT. Indonesia is no doubt a long-time participant in disruption on Twitter. "Menfess auto-base" refers to a Twitter account that automatically generates anonymous confession or "Menfess" tweets using AI technology. People often use these accounts to share their thoughts, feelings, or secrets anonymously on Twitter without revealing their identity. The tweets are typically generated using natural language processing (NLP) algorithms, which analyse the language and patterns of existing Menfess tweets to create new ones that sound similar. Some Menfess auto-base accounts may use pre-written templates or prompts to generate tweets.

While these accounts can provide an outlet for people to express themselves anonymously, they also raise concerns about the potential misuse of AI-generated content, particularly in cases where the tweets may contain harmful or offensive content. It is important to note that Twitter has policies that prohibit using automated accounts for spam or malicious purposes, and these policies also apply to Menfess auto-base accounts. That was the important data frequently ignored by the government since it already existed around 2015 with the aid of @Biolbe.

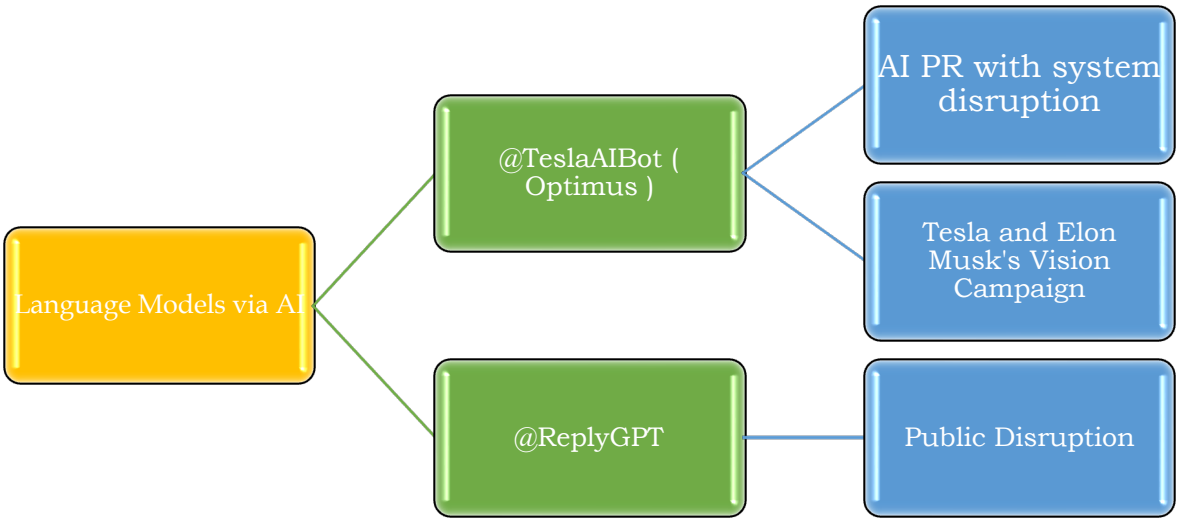

Figure 4. PR Disruption Model
Source: Author (2023)

With this model, PR disruption is not merely a spread of information or buzzer anymore but an active AI program and activity that disrupts automated data if the data is not selected carefully or not examined enough (Figure 4). As long as the group of interest builds specific language models, the disruption could be constructed in any form, formal or casual. Memes are an example of casual disruption, and now, with Optimus' ability to make memes, the disruption has become

more relevant to society. We did expect AI to bring change, but Meme is the impressive improvement since joke is difficult to relate to AI or any computation program. This model shows that the disruption is not merely public disruption but also systematic, such as AI contributing to PR-ing Tesla's vision to be a multi-planetary creature .

CONCLUSION

The conclusion from the analysis based on the data we get is that disruption is a theoretically natural phenomenon that occurs everywhere: in a powerful country like the US or a developed country like Indonesia. The significant sign of its occurrence starts with developing a unique language model that is later implemented inside the AI program. Contrary to the perception that AI is algorithm or binary numbers-centred, AI's striking characteristic of successfully blending within society is the language model. With the language model, an idea, concept, description, or thought could expand vastly and be nearly infinite.

Tesla and Elon Musk's circle enormously contributed to systemic disruption since they turned it into commercial interest. Surprisingly, Indonesia was part of the active natural disruption before Elon Musk purchased Twitter. Now Indonesia has become part of the most significant disruption, according to ReplyGPT word results, because it has fewer real dictionary words and is deemed brainless. The nature of Indonesian disruption is the strong urge to meddle in someone else's business. Hence they actively mention @ReplyGPT in the reply section to expand discourse or commentaries related to the case between Indonesian citizens. Despite being part of a natural occurrence, Indonesia's disruption did not get turned into commercial interest like how Optimus and OpenAI did. Our critical point is that academia and society's important study have neglected language subjects, but today, the language model becomes the essence that opens the path to disruption.

How does the AI disruption work? The AI disruption works as automated PR casually or informally. The terrifying part is that AI campaigned something without long rest like a human and had more productivity with an incredibly intelligent level. It can be seen from how ReplyGPT and Optimus are even present at midnight. The disruption by AI is not only intellectually sharp but also practical and active.

The author suggests that we need more research with a casual approach, as even if they spread disruption with Meme, future research should be better with more casual implementation. The practical suggestion is that it is important to rely on the normalisation of less time work with reasonable payment without being deemed as lazy, or we can say we cannot perceive work in an outdated way because if AI takes over the job, other humans should get a decent replacement in getting minimum living wage.

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